

Made Motive

DIGITAL MARKETING AGENCY

Brands in motion. Growth with a motive.

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6 services · one team

Brands in motion. Growth with a motive.

Growth Experts

Creative Studio

Design, video, social media, websites, apps, growth strategy and customer support from one team that plans every piece of work around your business goals.

Book a free strategy call → Explore our services

Design, Video & Social Media

Brand identity, reels, ads and monthly content.

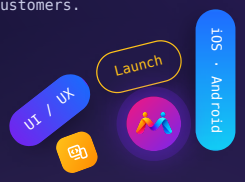
Fast turnaround
Arabic & English

6
core services

24/7
Customer Support
Calls · Chat · WhatsApp

Web & App Development

Websites and apps that turn visitors into customers.



CAMPAIGNS & BUILDS ON

Meta Ads · Google Ads · TikTok · Snapchat · LinkedIn · Shopify

WHO WE ARE

Two sides of the same move: creativity and results.

Our logo shows two figures meeting in the middle to form one M. That is how we work with clients: your knowledge of the business, our craft and data, joined into one plan.

We started Made Motive because growing businesses were juggling a designer, a video freelancer, a social media manager, a developer and a call centre, none of them talking to each other.

We bring all of those skills into one agency. Your posts, ads, website, app and support desk share the same brand voice, the same goals and the same reporting, so every piece of work pushes in the same direction.

Whether you are launching a new brand, refreshing an old one or scaling into new markets, we plan the work around measurable outcomes: more reach, more leads, more sales and happier customers.

Purpose first
Creative courage
Data honesty
Speed with care
Partnership

Our mission

To give every ambitious business access to a complete, senior digital team that turns ideas into content, platforms and customer experiences that grow revenue.

Our vision

To be the region's most trusted growth partner, known for brands that look exceptional and numbers that keep climbing.

Our promise

Clear scopes, transparent pricing, weekly progress updates and reporting tied to the goals we agree on together.

WHAT WE OFFER

Six services. One growth engine.

Pick a single service or combine them. Every engagement starts with your goals and ends with work you can measure.

CREATE

Graphic Designing

Visual identities and marketing creatives that make your brand instantly recognisable and consistent everywhere it appears.

- Logo, brand identity & brand guidelines
- Social media posts, carousels & ad creatives
- Brochures, company profiles & packaging
- Infographics, presentations & print collateral

TELL

Video Editing

Scroll-stopping video for social, ads and your website, edited for the platform and the first three seconds that decide everything.

- Reels, TikToks & YouTube Shorts
- Promotional, product & corporate videos
- Motion graphics, logo animation & subtitles
- Colour grading, sound design & podcast edits

ENGAGE

Social Media Management

Strategy, content and community management that grows an audience who trusts you and buys from you.

- Content strategy & monthly calendars
- Instagram, TikTok, Facebook, LinkedIn, X & Snapchat
- Paid social campaigns & audience targeting
- Community replies, influencers & monthly reports

BUILD

Website & Mobile App Development

Fast, secure, conversion-focused websites and apps, designed around your users and built to scale with you.

- Corporate websites, landing pages & e-commerce
- iOS & Android apps (native and cross-platform)
- UI/UX design, prototyping & testing
- SEO-ready builds, hosting & ongoing maintenance

GROW

Business Growth Consultancy

Senior advice on where your growth will come from and the plan to get there, backed by research and your own data.

- Market research & competitor analysis
- Go-to-market & digital transformation plans
- Sales funnels, CRM setup & marketing automation
- KPI dashboards & performance reviews

CARE

Inbound Customer Support

Trained agents who answer your customers in your brand's voice, so every enquiry becomes a better experience or a sale.

- Calls, live chat, email & WhatsApp support
- Order, booking & after-sales assistance
- Arabic and English speaking agents
- Ticketing, SLAs, QA & satisfaction reporting

HOW WE WORK

A clear path from first call to steady growth.

Five stages, the same for a single campaign or a full brand build. You always know what is happening and what comes next.

1

Discover

We learn your business, audience, competitors and goals in a free strategy session.

2

Strategise

A tailored plan with channels, deliverables, timelines, budget and the KPIs we will track.

3

Create

Designers, editors and developers produce the work, with review rounds built in.

4

Launch

We publish, deploy and go live across every channel, tested and on schedule.

5

Grow

Monthly reporting, optimisation and support keep results improving over time.

WAYS TO WORK WITH US

Engagements that fit your stage.

Start small and scale up, or bring us in as your full digital department from day one.

PROJECT-BASED

Launch Package

A fixed scope with a fixed price and delivery date.

- Brand identity or rebrand
- Website or app build
- Campaign video production

Most popular

MONTHLY RETAINER

Growth Partner

Ongoing content, social and performance work on a monthly plan.

- Monthly design & video quota
- Social media management & ads
- Monthly strategy & KPI review

DEDICATED TEAM

Digital Department

A full team working as an extension of your business.

- All six services combined
- Dedicated account manager
- Inbound support desk included

WHY MADE MOTIVE

Reasons clients choose us and stay.

Great creative is only half the job. We care just as much about how the work performs and how easy we are to work with.

Everything in one place

Design, video, social, tech, strategy and support in one team. No briefing five vendors.

Goal-driven work

Every deliverable is tied to a business goal, whether that is awareness, leads, sales or retention.

Transparent reporting

Plain-language monthly reports showing what we did, what it achieved and what we will do next.

Dedicated account manager

One person who knows your brand and keeps every project on time and on budget.

Fast turnaround

Agile production with clear timelines, so trends, launches and campaigns never wait on us.

Bilingual & local

Arabic and English content and support, with a real understanding of the Gulf market and culture.

INDUSTRIES WE SERVE

Built for businesses with something to say.

- Retail & E-commerce
- Real Estate
- Healthcare & Clinics
- Restaurants & F&B
- Education
- Hospitality & Travel
- Startups & SaaS
- Professional Services
- Beauty & Fashion
- Automotive

TOOLS & PLATFORMS

Industry-standard tools, used well.

- Adobe Photoshop
- Illustrator
- Premiere Pro
- After Effects
- Figma
- Canva
- Meta Business Suite
- Google Ads
- Google Analytics
- HubSpot
- WordPress
- Shopify
- React
- Flutter
- Zendesk

LET'S WORK TOGETHER

Give your brand a motive to grow.

Tell us where you want to be in 12 months. We will come back within 48 hours with ideas, a plan and a clear proposal.

EMAIL info@mademotive.com

PHONE / WHATSAPP +974 6631 2110

Request a free consultation

Full name

Your name

Company

Company name

Email

you@company.com

Phone

+974

Service you need

Graphic Designing

Tell us about your goals

What are you looking to achieve?

Send enquiry →

One team. Every move your brand makes.

Made Motive is a full-service digital marketing agency. We bring creative, technical, strategic and customer-care skills together so your brand looks right, works right and grows.

OUR STORY

Built to fix the five-vendor problem.

Most growing businesses work with a designer, a video freelancer, a social media manager, a developer and a call centre, and none of them talk to each other.

The result is familiar: a website that doesn't match the Instagram feed, ads that send people to a slow landing page, and customers who get a different answer every time they call.

We created Made Motive to put all of those skills in one place, under one plan, with one person accountable for the result. Our name says what we believe: every piece of work should be made with a motive, a clear reason that moves your business forward.



WHAT DRIVES US

Mission, vision and promise.

Three statements that guide how we choose projects, build teams and measure our own success.

MISSION

Senior talent for every ambitious business

To give growing companies access to a complete, experienced digital team that turns ideas into content, platforms and customer experiences that grow revenue.

VISION

The region's most trusted growth partner

To be known across the Gulf for brands that look exceptional and numbers that keep climbing, year after year.

PROMISE

Clarity at every step

Clear scopes, transparent pricing, weekly progress updates and reports tied to goals we agree on together before any work begins.

OUR VALUES

How we behave when no one is checking.

These are the standards we hire for, review against and hold each other to.

Purpose first

We ask why before we ask what. Every task links back to a business goal.

Creative courage

Safe ideas get ignored. We push for work people stop scrolling to see.

Data honesty

We report what worked and what didn't, and change course quickly.

Speed with care

Fast turnarounds, never at the cost of quality, accuracy or brand fit.

Partnership

We act like part of your team, with shared goals and open communication.

HOW OUR TEAM IS ORGANISED

Six specialist units, one account lead.

Your account manager brings in the right specialists for each piece of work, so you get depth without managing a crowd.

UNIT 01
Creative Studio
Brand designers, illustrators and art directors who own your visual identity.

UNIT 02
Video Lab
Editors and motion designers who turn footage into reels, ads and brand films.

UNIT 03
Social Desk
Strategists, copywriters, community managers and paid media specialists.

UNIT 04
Tech Lab
UI/UX designers and web and mobile developers who build and maintain your platforms.

UNIT 05
Growth Office
Consultants and analysts who own research, strategy, funnels and reporting.

UNIT 06
Support Centre
Trained Arabic and English agents who look after your customers every day.

THE DIFFERENCE

Why one agency beats five vendors.

The same budget goes further when every piece of work is planned, produced and measured together.

WHAT YOU NEED	SEPARATE FREELANCERS & VENDORS	MADE MOTIVE
Point of contact	One per vendor	**One account manager**
Brand consistency	Varies by supplier	**One brand system across every channel**
Strategy	Each vendor works to its own brief	**One plan connecting content, ads, web and support**
Reporting	Scattered across tools and emails	**One monthly report against shared KPIs**
Speed	Hand-offs and waiting between vendors	**In-house hand-offs, same-week turnarounds**
Customer experience	Marketing and support disconnected	**Support team briefed on every campaign**

HOME / SERVICES

Six services. One growth engine.

Choose one service or combine several. Each is run by a specialist unit and connected to the same strategy, brand and reporting.

Graphic Designing | Video Editing | Social Media | Web & Mobile Apps | Growth Consultancy | Customer Support

01 · CREATE

Graphic Designing

Your brand is judged in seconds. We design identities and marketing materials that look professional, feel consistent and make people remember you, on screen and in print.

New brands | Rebrands | Campaign launches | Ongoing content

WHAT'S INCLUDED

- Logo design & brand identity
- Brand guidelines & style guides
- Social media posts & carousels
- Digital ad creatives
- Company profiles & brochures
- Packaging & label design
- Presentations & pitch decks
- Infographics & illustrations
- Business cards & stationery
- Signage, banners & event print

WHAT YOU GET

Recognition
A look customers remember

Consistency
Every touchpoint on brand

Ready files
Print and digital formats

Illustrator | Photoshop | InDesign | Figma

02 · TELL

Video Editing

Video is the fastest way to earn attention. We edit raw footage into short-form and long-form content built for each platform, with hooks, captions and pacing that keep people watching.

Reels & TikTok | Ad campaigns | Product launches | YouTube & podcasts

WHAT'S INCLUDED

- Reels, TikToks & Shorts
- Promotional & ad videos
- Product & explainer videos
- Corporate & brand films
- Motion graphics & titles
- Logo animation & intros
- Arabic & English subtitles
- Colour grading
- Sound design & music
- Podcast & YouTube editing

WHAT YOU GET

Watch time
Hooks in the first 3 seconds

Every format
9:16, 1:1, 16:9 cuts

On-brand
Fonts, colours, end cards

`Premiere Pro` `After Effects` `DaVinci Resolve` `CapCut`

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03 · ENGAGE

Social Media Management

We plan, create, publish and manage your social channels so you show up consistently, build a loyal community and turn followers into customers, with paid campaigns to speed things up.

Instagram | TikTok | Snapchat | LinkedIn | Facebook | X

WHAT'S INCLUDED

- Social media audit
- Content strategy & pillars
- Monthly content calendar
- Copywriting in Arabic & English
- Scheduling & publishing
- Community management
- Paid social campaigns
- Audience targeting & retargeting
- Influencer collaborations
- Monthly performance reports

WHAT YOU GET

Reach
More of the right people

Engagement
An active community

Leads
Followers who become buyers

`Meta Business Suite` `TikTok Ads` `Snap Ads` `Hootsuite`

04 · BUILD

Website & Mobile App Development

Your website and app are where interest becomes revenue. We design and build fast, secure, easy-to-use platforms that convert visitors, and we stay on to maintain and improve them.

Corporate sites | E-commerce | Booking platforms | iOS & Android apps

WHAT'S INCLUDED

- UX research & wireframes
- UI design & prototypes
- Corporate & landing pages
- E-commerce stores
- Custom web applications
- iOS & Android apps
- Arabic RTL & English builds
- Payment & API integrations
- SEO-ready, fast performance
- Hosting, security & maintenance

WHAT YOU GET

Conversions
Pages built to sell

Speed
Fast on every device

Scalability
Grows with your business

`WordPress` `Shopify` `React` `Next.js` `Flutter` `Laravel`

05 · GROW

Business Growth Consultancy

Before spending more, know where growth will come from. Our consultants study your market, customers and numbers, then build a practical plan with clear priorities and targets.

Startups | SMEs scaling up | New market entry | Digital transformation

WHAT'S INCLUDED

- Market & competitor research
- Customer personas & journeys
- Brand positioning
- Go-to-market strategy
- Pricing & offer design
- Sales funnel design
- CRM setup & automation
- Digital transformation roadmap
- KPI dashboards
- Quarterly growth reviews

WHAT YOU GET

Clarity
Know where to focus

A roadmap
Priorities and timelines

Measurement
KPIs you can track

`Google Analytics` `HubSpot` `Zoho CRM` `Looker Studio`

06 · CARE

Inbound Customer Support

Marketing brings customers in; support keeps them. Our trained agents handle your calls, chats and messages in your brand's voice, so enquiries turn into sales and customers come back.

E-commerce | Clinics | Real estate | Hospitality | Service businesses

WHAT'S INCLUDED

- Inbound call handling
- WhatsApp Business support
- Order & delivery queries
- After-sales & complaints
- Scripts, FAQs & SLAs
- Live chat support
- Email & ticket support
- Bookings & appointments
- Arabic & English agents
- QA & satisfaction reports

WHAT YOU GET

Response
Fast first replies

Satisfaction
Happier, loyal customers

Insight
What customers really ask

Zendesk | Freshdesk | WhatsApp Business API | Intercom

POPULAR COMBINATIONS

Services work better together.

These are the bundles clients ask for most. Every bundle can be adjusted to your goals and budget.

Brand Launch

Identity, website and social channels set up together, so you launch looking established from day one.

DESIGN + WEB + SOCIAL

Content Engine

A steady monthly flow of posts, reels and ads, planned, produced, published and reported on.

VIDEO + SOCIAL + DESIGN

Sales & Service

A growth plan, a high-converting website or app and a support desk that closes the loop with customers.

CONSULTANCY + WEB + SUPPORT

QUESTIONS

Service FAQs

Can't find your answer? Send us a message and we'll reply within one working day.

Can I hire you for just one service?

Yes. Many clients start with one service, such as a website or monthly social media, and add more as they grow. Every engagement still gets a dedicated account manager.

Do you create content in Arabic and English?

How much do your services cost?

Who owns the designs, videos and code you create?

How many revisions are included?

A clear path from first call to steady growth.

The same five stages guide every engagement, from a single campaign to a full brand build. You always know what is happening, who is doing it and what comes next.

OUR PROCESS

Five stages, no surprises.

Each stage has clear activities, deliverables and a sign-off point before we move on.

1 STAGE

Discover

We get to know your business, customers, competitors and goals, and review what you already have in place.

Typically 1 week

WHAT WE DO
- Free strategy session
- Brand & channel audit
- Competitor review

WHAT YOU GET
- Audit summary
- Agreed goals & KPIs
- Proposal within 48h

2 STAGE

Strategise

We turn what we learned into a practical plan: the channels, content, platforms and budget that will reach your goals fastest.

Typically 1–2 weeks

WHAT WE DO
- Audience & message planning
- Channel & budget mix
- Timeline & resourcing

WHAT YOU GET
- Strategy document
- Content or project plan
- KPI dashboard set-up

3 STAGE

Create

Our designers, editors, writers and developers produce the work, sharing drafts early so your feedback shapes the result.

Depends on scope

WHAT WE DO
- Design, video & copy
- Website or app build
- Internal quality checks

WHAT YOU GET
- Drafts for review
- Two revision rounds
- Final approved assets

4 STAGE

Launch

We publish, deploy and switch on campaigns across every channel, tested on real devices and timed for maximum impact.

Launch week

WHAT WE DO
- Testing & go-live checks
- Campaign set-up
- Support team briefing

WHAT YOU GET
- Live site, app or campaign
- Tracking in place
- Launch report

5

STAGE

Grow

We track results, test new ideas and improve what works. Monthly reviews keep the plan aligned with your business.

Ongoing, monthly

WHAT WE DO

- Performance tracking
- A/B tests & optimisation
- Ongoing support & upkeep

WHAT YOU GET

- Monthly report
- Strategy review call
- Next-month plan

GETTING STARTED

Your first 30 days with us.

For monthly engagements, this is how we get from signed proposal to live content and first results.

WEEK 1

Kick-off

Meet your account manager, share brand files and account access, confirm goals and approval process.

WEEK 2

Plan

Audit and strategy delivered, first content calendar or project plan shared for your approval.

WEEK 3

Produce

First designs, videos and copy created and reviewed. Tracking and dashboards set up.

WEEK 4

Go live

Content published and campaigns launched, followed by your first performance check-in.

COMMUNICATION

A steady rhythm of updates.

You never have to chase us for news. Here's when you hear from us and what each update covers.

Daily

Shared workspace

Live tasks, drafts and approvals in one shared project board and WhatsApp group.

Weekly

Progress update

A short summary of what was delivered, what's next and anything we need from you.

Monthly

Performance report

Results against KPIs in plain language, with a review call and next month's plan.

Quarterly

Strategy review

A step back to look at the bigger picture, new opportunities and budget allocation.

WAYS TO WORK WITH US

Engagements that fit your stage.

Start small and scale up, or bring us in as your full digital department from day one.

PROJECT-BASED

Launch Package

A fixed scope with a fixed price and delivery date.

- Brand identity or rebrand
- Website or app build
- Campaign video production
- Clear milestones & sign-offs

Most popular

MONTHLY RETAINER

Growth Partner

Ongoing content, social and performance work on a monthly plan.

- Monthly design & video quota
- Social media management & ads
- Monthly strategy & KPI review
- Flexible: scale up or down

DEDICATED TEAM

Digital Department

A full team working as an extension of your business.

- All six services combined
- Dedicated account manager
- Inbound support desk included
- Priority turnaround

QUESTIONS

Working together

More questions? Get in touch and we'll talk it through.

How quickly can we start?

Most projects start within one week of the proposal being approved. Urgent launches can often be accommodated; let us know your deadline on the first call.

What do you need from us to get started?

Is there a minimum contract length?

How do approvals work?

HOME / CONTACT

Let's give your brand a motive to grow.

Tell us about your business and goals. We reply within one working day and send a clear proposal within 48 hours of our first call.



EMAIL

info@mademotive.com

For proposals, partnerships and general enquiries.

Copy email

PHONE / WHATSAPP

+974 6631 2110

Call or message us during office hours.

Copy number

Office hours

Sunday – Thursday	9:00 – 18:00
Friday – Saturday	Closed
Customer support desk	24/7

Request a free consultation

Full name

Your name

Company

Company name

Email

you@company.com

Phone / WhatsApp

+974

Services you're interested in

- [ ] Graphic Design
- [ ] Video Editing
- [ ] Social Media
- [ ] Website / App
- [ ] Growth Consultancy
- [ ] Customer Support

Monthly budget

Not sure yet

When do you want to start?

As soon as possible

Tell us about your goals

What are you looking to achieve in the next 12 months?

Send enquiry →

WHAT HAPPENS NEXT

From message to plan in three steps.

No long forms, no pressure. Just a conversation about where you want to go.

1

We reply

Within one working day, to book a 30-minute discovery call at a time that suits you.

2

We talk

We learn about your business, goals and challenges, and share initial ideas on the call.

3

You get a proposal

Within 48 hours: recommended services, timeline, deliverables and transparent pricing.

QUESTIONS

Before you get in touch

Is the consultation really free? ×

Yes. The discovery call and proposal are free with no obligation to go ahead.

Do you work with clients in other countries? +

I'm not sure what I need. Can you help? +

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